

Abstract

Work *Contemporary Art as a Tool of Art Marketing of the City of Prague* aims to show culture not only as something saint and untouchable, but also as a very important part of a state economy, mainly in the framework of tourism. It deals with the relationship of culture and marketing, with the meaning of culture itself and with its role in the area of tourism. It looks into culture as the tool of the communication of Prague and looks critically at the contemporary situation of its presentation for tourists. There's no doubt that the presentation of Prague only through historical city centre is no longer enough in the competition of other cultural destinations and that Prague should think about changing and developing new strategy of communication. As the very tool of this change could work contemporary arts, which is used by many other cultural destinations around the world (Berlin, London, NYC), which Prague can also offer and which shows openness and a better place for life. The Prague City Hall has been financing those alternative cultural projects lately and by doing that has started to present Prague not only as a historical city centre, but also as a creative and dynamic place. This work discusses the reasons why The City Hall has been doing so, if on purpose or unconsciously, and by that tries to identify the direction that the Prague's communication takes.